

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BRM2834 – RESEARCH METHODOLOGY

Distance Education

6 March 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO (2) SECTIONS** and 8 pages (inclusive of the cover page).
2. **SECTION A** contains 25 multiple-choice questions (worth 25 marks). **Answer ALL questions.** Please shade answers in the **Multiple-choice Answer Sheet** provided.
3. **SECTION B** contains 3 structured questions (worth 75 marks). **Answer ALL questions.** The distribution of the marks for each question is given. Write your answers in the **Answer Booklet** provided.

SECTION A: Multiple Choice Questions. Answer All (25 Marks)

1. All of the following are types of business research EXCEPT:
 - a. exploratory
 - b. selective
 - c. descriptive
 - d. causal
2. Which of the following is the first stage of the business research process?
 - a. planning a research design
 - b. defining the research objectives
 - c. analyzing the data
 - d. planning a sample
3. When a researcher defines and develops a decision statement and the steps involved in translating it into more precise research terminology, he or she is involved in what process?
 - a. hypotheses development
 - b. research planning
 - c. research process
 - d. problem definition
4. Which of the following is the FIRST step of the problem definition process?
 - a. determine the unit of analysis
 - b. identify the problem
 - c. identify key symptoms in the situation
 - d. determine the relevant variables
5. Which of the following is the LAST step of the problem definition process?
 - a. state the hypotheses and the research questions
 - b. determine the relevant variables
 - c. determine the unit of analysis
 - d. understand the background of the problem
6. All of the following are situations that often call for qualitative research EXCEPT:
 - a. when it is difficult to develop specific and actionable decision statements or research objectives
 - b. when conclusive evidence is desired
 - c. when researchers want to learn how consumers use a product in natural settings
 - d. when a fresh approach to studying some problem is needed

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7. Research that addresses research objectives through empirical assessments that involve numerical measurement and analysis approaches is called:
 - a. quantitative research
 - b. qualitative research
 - c. extensive research
 - d. grounded research
8. A survey can collect information using which of the following techniques?
 - a. telephone
 - b. face-to-face interviews
 - c. mail
 - d. all of the above
9. All of the following are advantages of survey research EXCEPT:
 - a. inexpensive
 - b. random
 - c. efficient
 - d. accurate
10. Data collected at a single point in time represent a:
 - a. longitudinal study
 - b. point study
 - c. static study
 - d. cross-sectional study
11. _____ is the process of describing some property of a phenomenon, usually by assigning numbers, in a reliable and valid way.
 - a. Research
 - b. Analysis
 - c. Validation
 - d. Measurement
12. Age, gender, brand loyalty, and corporate culture are all examples of:
 - a. concepts
 - b. scales
 - c. ratios
 - d. codes

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13. Researchers measure concepts through a process known as:
- summation
 - operationalization
 - assessment
 - matching
14. Scales that assign a value to an object for identification or classification purposes are called _____ scales.
- ordinal
 - nominal
 - interval
 - ratio
15. The Fahrenheit temperature scale is best described as an example of a(n) _____ scale.
- ratio
 - nominal
 - interval
 - ordinal
16. Which of the following refers to the extent that all information collected in a questionnaire addresses a research question that will help the decision maker address the current business problem?
- relevant
 - accuracy
 - frequency
 - counterbalanced
17. A questionnaire that collects information that is valid is said to be:
- relevant
 - accurate
 - counterbalanced
 - balanced
18. A question that poses some problem or topic and asks respondents to answer in their own words is called a(n):
- sentence completion question
 - unbalanced question
 - fixed-alternative question
 - open-ended question

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19. When a researcher has made the decision to conduct a survey using a sample of the population, the FIRST step in the selection of the sample is to:
- define the target population
 - determine the sample size
 - select the actual sampling units
 - select a sampling frame
20. All of the following are stages in the selection of a sample EXCEPT:
- analyze data
 - select a sampling frame
 - determine sample size
 - conduct fieldwork
21. If Malaysia Airlines selects randomly a set of 40 flights on a given day, and then selects randomly a group of ten passengers on each of these flights to participate in an in-flight survey, the passengers are a:
- PSU
 - census
 - systematic sample
 - secondary sampling unit
22. When a researcher uses students to participate in a study because he has easy access to them, what type of sampling procedure does this represent?
- judgment sample
 - systematic sample
 - snowball sample
 - convenience sample
23. In which type of sampling does every element in the population have a known, nonzero probability of selection?
- absolute sampling
 - relative sampling
 - nonprobability sampling
 - probability sampling
24. Which of the following is a nonprobability sampling technique in which an experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member?
- area sample
 - subjective sample
 - stratified sample
 - judgment sample

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25. When a researcher wants to put together four focus groups of 18-24 year-old males who are "heavy downloaders of music" (defined as downloading 50 songs per month) and, instead of asking people at a shopping mall whether they download music from the Internet, he finds one person in the target market who qualifies, and then asks that person to suggest the names of two other males between the ages of 18-24 who download music so that the researcher can invite them to participate in the focus group, and then those people are each asked to suggest two others similar to themselves to participate in the focus group study, this procedure represents what type of sampling procedure?
- a. stepwise sample
 - b. judgment sample
 - c. area sample
 - d. snowball sample

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SECTION B: Answer ALL. The distribution of the marks for each question is given.**[Total 75 marks]****Question B1 [25 Marks]**

Research design is a blueprint or plan for the collection, measurement, and analysis of data, created to answer your research questions.

Required:

- a. Describe the research design issues. Describe them in some detail.

(16 marks)

- b. Explain why it is important to consider basic research design issues before conducting the study and even as early as at the time of formulating the research question.

(9 marks)

Question B2 [25 Marks]

Read the following research abstract and answer the questions that follow:

Adam owns a company that offer secretarial services to small businesses. Concerned about her current customer base, Adam started to think of factors that might affect the attractiveness of a secretarial service firm. Of course, the provided service quality and the fees charged by the firm seem two important factors. Next, she decides that reputation of the secretarial service firm also needs to be included in the framework as an independent variable. As illustrated by the dramatic effects of recent closing down of small secretarial service firms, reputation seems especially important for the survival of large secretarial service firms. Finally, Adam thinks that also the proximity of the service firm to the customer is another variable to be included as an independent variable. Proximity very likely affects the possibility for the client to personally meet with the company secretary on a regular basis and she knows from her own contact with customers that they perceive personal interactions as quite important.

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Required:

- a. State the research problem.
(4 marks)
- b. Identify two research questions for this study.
(4 marks)
- c. Construct a framework for this study.
(6 Marks)
- d. Develop two possible research hypotheses.
(4 Marks)
- e. Suggest a suitable data collection method for this study. Justify your answer.
(7 Marks)

Question B3 [25 marks]

A theoretical framework represents the beliefs on how certain phenomena (or variables or concepts) are related to each other (a model) and an explanation on why these variables are associated to each other (a theory).

Required:

- a) Explain the four main types of variables in a research framework by giving relevant examples.
(16 marks)
- b) There are two types of variables involved in the measurement of variables in a research framework. Discuss these two variables with proper examples.
(9 marks)

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